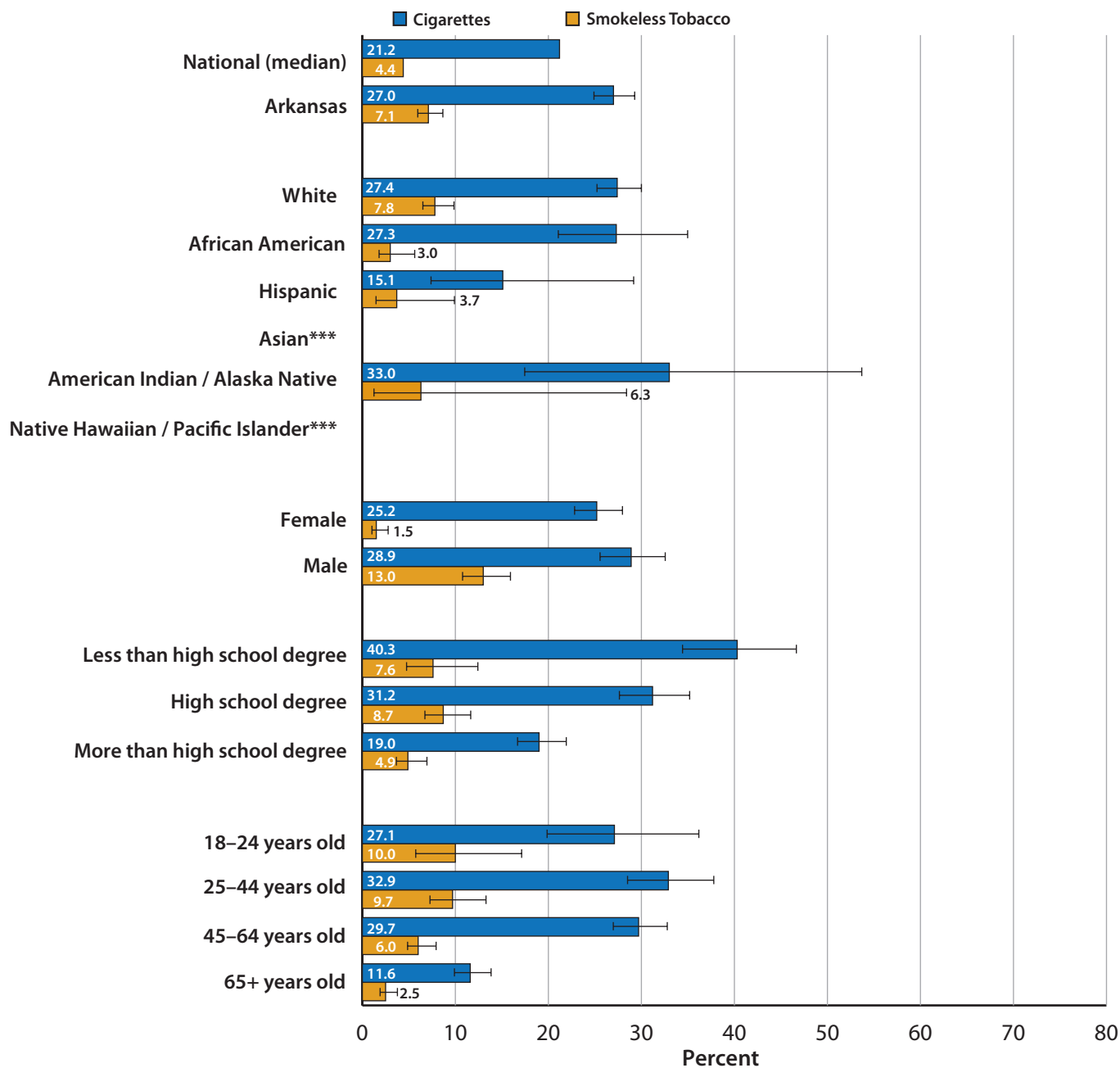


Adult Current Cigarette/Smokeless Tobacco Use

In Arkansas, the percentage of adults (ages 18+) who currently smoke cigarettes was 27.0% in 2011. Across all states and D.C., the prevalence of cigarette smoking among adults ranged from 11.8% to 29.0%. Arkansas ranked 49th among the states.

The percentage of adults who currently use smokeless tobacco was 7.1% in 2011. Across all states and D.C., the prevalence ranged from 1.4% to 9.8%. Arkansas ranked 46th among the states.

Current Cigarette and Smokeless Tobacco Use among Adults by Demographic Characteristics



*** Sample size <50

Source: Behavioral Risk Factor Surveillance System, 2011

ARKANSAS

Youth Current Cigarette/Smokeless Tobacco/Cigar Use

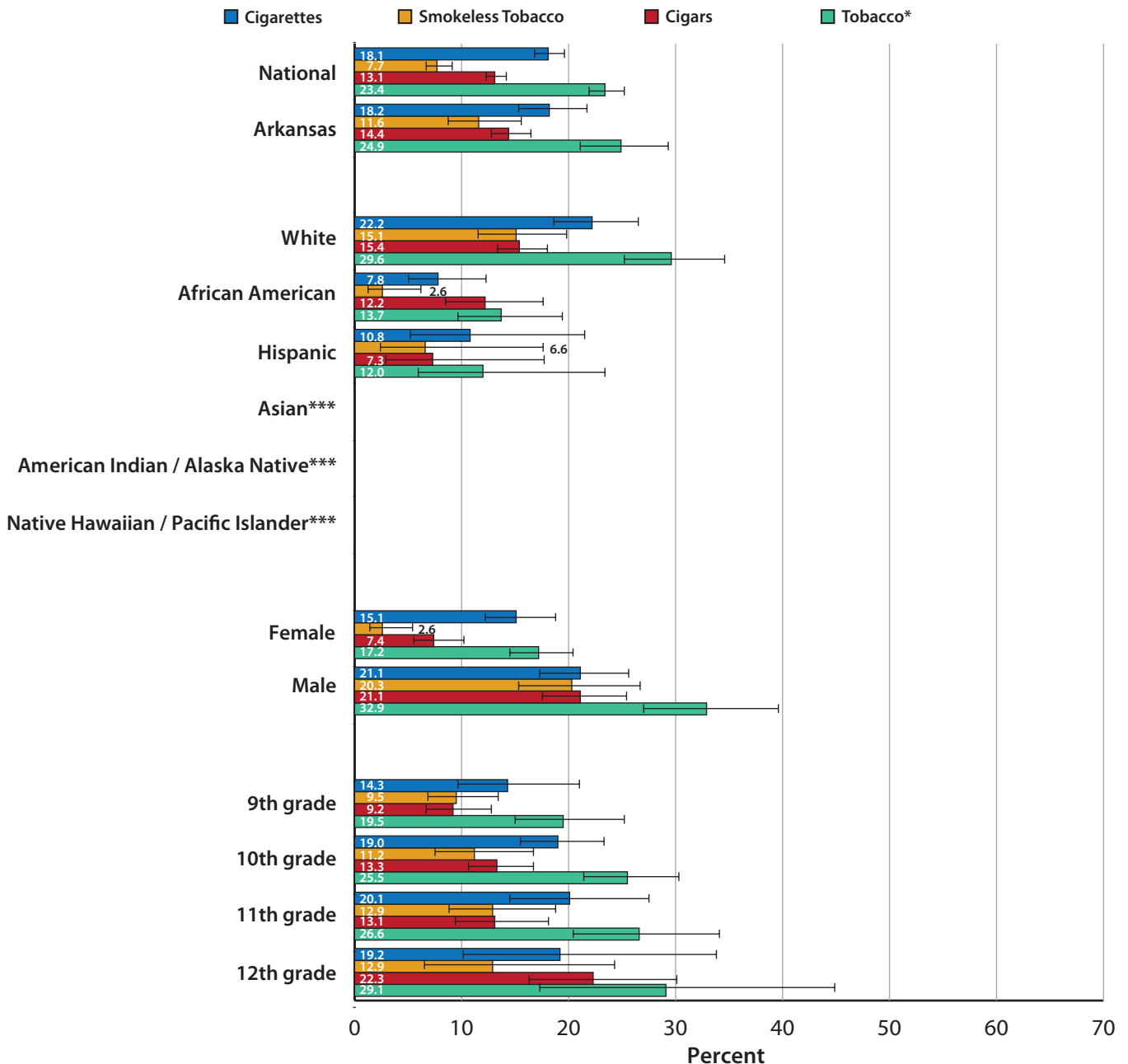
In Arkansas, the percentage of youth in grades 9-12 who currently smoke cigarettes was 18.2% in 2011. The range across 44 states was 5.9% to 24.1%. Arkansas ranked 30th among 44 states.

The percentage of youth who currently use smokeless tobacco was 11.6% in 2011. The range across 40 states was 3.5% to 16.9%. Arkansas ranked 30th among 40 states.

The percentage of youth who currently smoke cigars was 14.4% in 2011. The range across 37 states was 5.0% to 18.3%. Arkansas ranked 22nd among 37 states.

The percentage of youth who currently use tobacco (i.e., cigarettes, smokeless tobacco, and/or cigars) was 24.9% in 2011. The range across 36 states was 7.8% to 31.9%. Arkansas ranked 21st among 36 states.

Tobacco Use among High School Students by Demographic Characteristics



* Cigarettes, smokeless tobacco, and/or cigars

*** Sample size <100

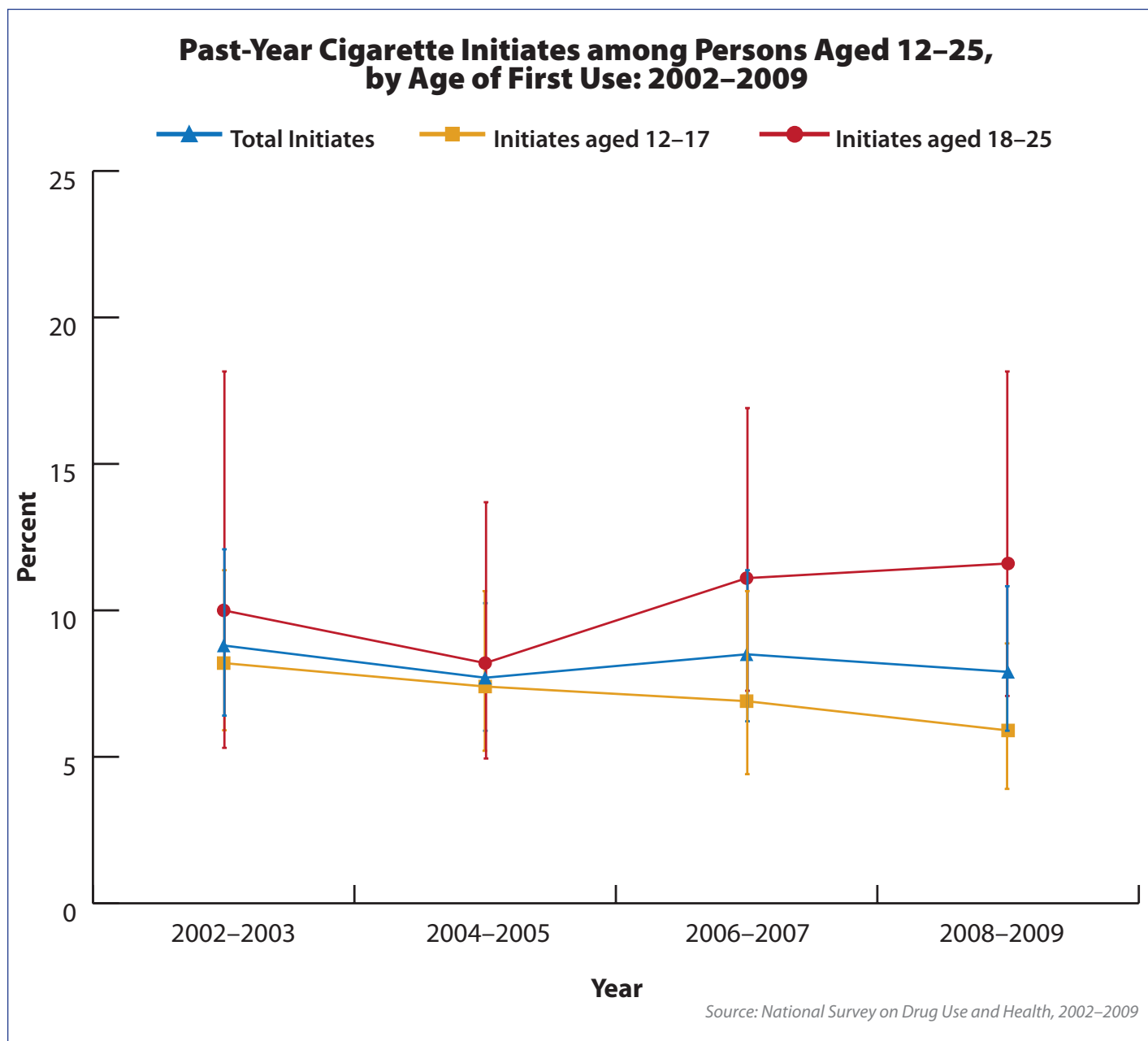
Source: Youth Risk Behavior Survey, 2011

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Past-Year Cigarette Initiation

In 2008-2009, of all Arkansas youth ages 12-17 who had never smoked, 5.9% smoked a cigarette for the first time in the past year. This ranked 25th in the nation, with a range of 3.3%–9.2% among the states.

Of all young adults ages 18-25 who had never smoked, 11.6% smoked a cigarette for the first time in 2008-2009. This ranked 47th in the nation, with a range of 4.2%–14.7% among the states.



Protect

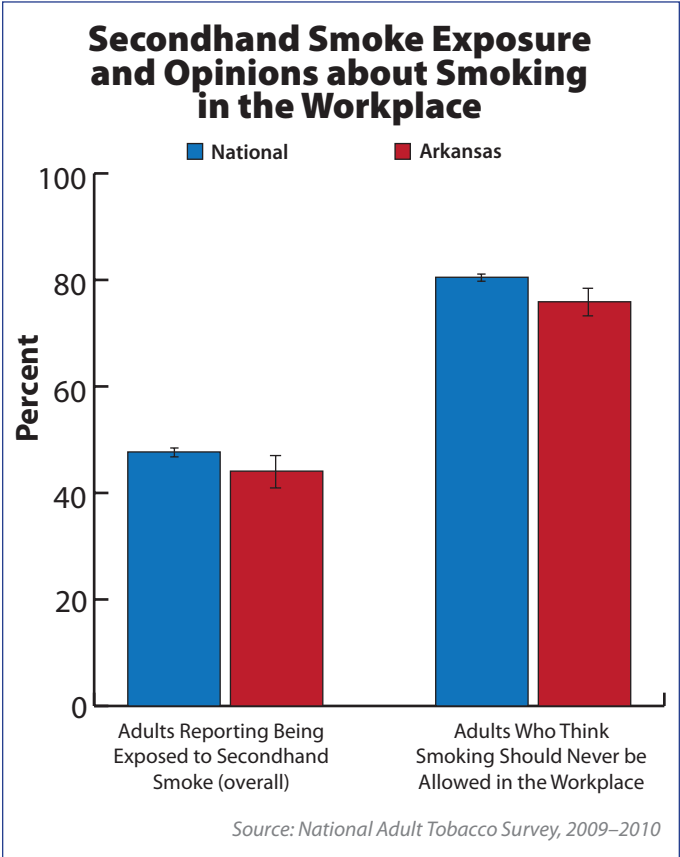
Adult Exposure to Secondhand Smoke

Among all adults, the percentage who reported being exposed to secondhand smoke within the past 7 days was lower in Arkansas than in the nation overall. In 2009-2010, overall exposure to secondhand smoke in Arkansas was 44.1%, ranking 13th among the states.

Adults were exposed to secondhand smoke in various locations. The table shows the percentage of Arkansas adults who reported any exposure, as well as exposure in their home, in a vehicle, or in indoor or outdoor areas at work or public places in the past 7 days.

Exposure to Secondhand Smoke				
Overall	Workplaces	Homes	Vehicles	Public Places
44.1%	17.8%	16.7%	20.1%	24.6%

Source: National Adult Tobacco Survey, 2009–2010

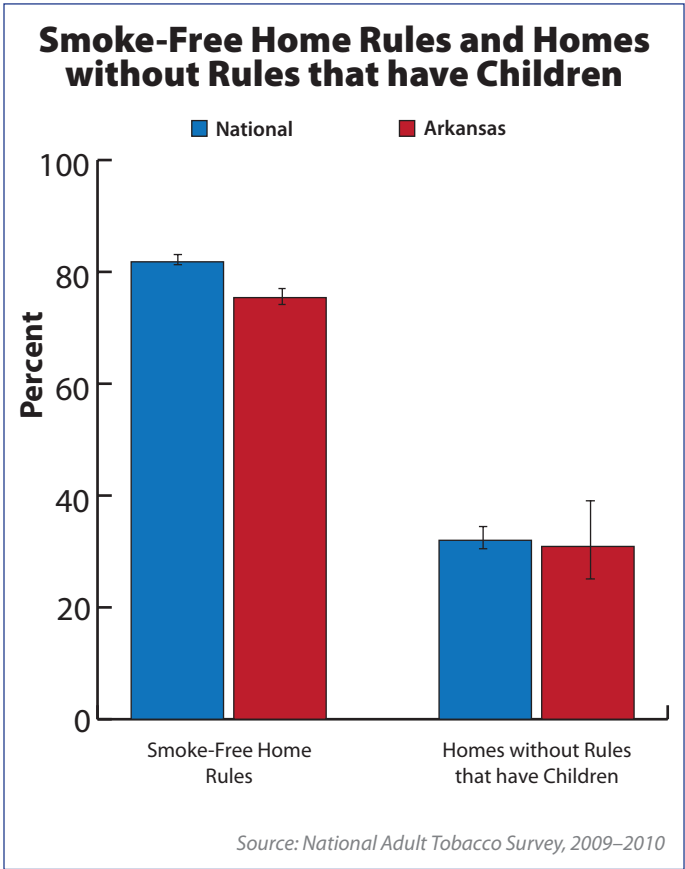


Opinions about Smoking in the Workplace

In 2009-2010, 75.9% of adults in Arkansas thought that smoking should never be allowed in indoor workplaces, ranking 40th among the states.

Smoke-Free Home Rules

In 2009-2010, 75.4% of adults in Arkansas reported that their homes had smoke-free home rules, ranking 44th among the states. The percentage of homes without smoke-free home rules with children living in them was 30.9%, ranking 21st among the states.







ARKANSAS

State Smoke-Free Policy

As of June 30, 2012, Arkansas had a smoke-free law that prohibits smoking in indoor areas of workplaces, but not restaurants or bars. The state allowed communities to enact local smoke-free laws.

Smoke-Free Legislation

Workplaces	Restaurants	Bars	Local Laws Permitted
			
Yes	No*†	No‡	Yes

* Designated Smoking Areas

† Ventilated Smoking Areas

‡ No Restrictions

¶ Allowed smoking in venues that prohibit minors

^a Allowed for non-hospitality workplaces.

^b Prohibited for non-hospitality workplaces.

Note: Not all footnotes may be used.

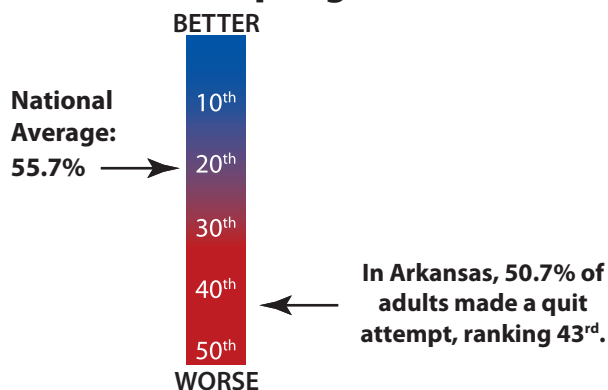
Source: STATE System, June 2012

Offer

Adults Who Made a Quit Attempt in the Last Year

During 2009-2010, 50.7% of Arkansas adult smokers made a quit attempt in the past year, ranking 43rd among the states.

Percentage of Smokers Attempting to Quit



Source: National Adult Tobacco Survey, 2009-2010

Quitline Utilization

In 2010, the Arkansas quitline received 25,150 calls, and 12,875 tobacco users (an estimated 2.1% of all tobacco users in the state) received telephone counseling, cessation medications, or both from the state quitline.

Medicaid Coverage for Counseling and Medications





In 2010, Arkansas's Medicaid program provided incomplete coverage through Medicaid for tobacco-dependence treatment. Arkansas provided full coverage for some nicotine replacement therapies, full coverage for varenicline, full coverage for bupropion, and full coverage for individual counseling (i.e., no group coverage).

Medicaid Coverage for Counseling and Medications

Comprehensive Coverage



No

NRTs (One or More)	Varenicline	Bupropion	Counseling (Individual and/or Group)
			
Yes	Yes	Yes	Yes

^a Pregnant women only

^b Fee-for-service only

^c Available only via the quitline

Note: Not all footnotes may be used.

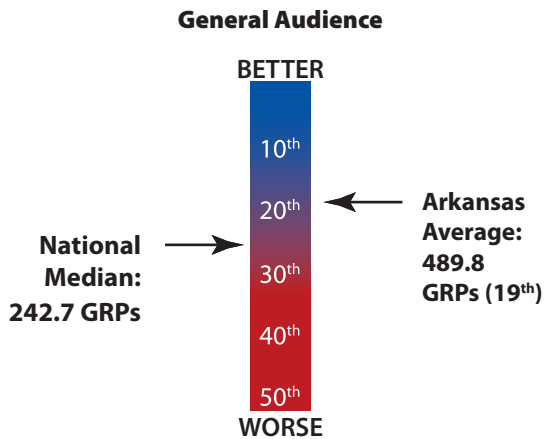
Source: Halpin, et al, 2011

Warn

Tobacco Counter-Marketing Media Intensity

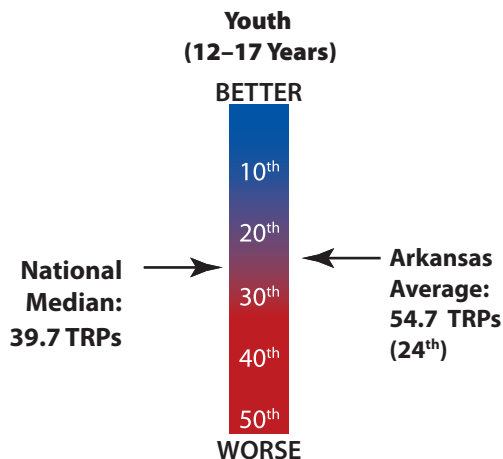
CDC *Best Practices* recommendations translate into an average quarterly exposure of 1,200 general audience gross rating points (GRPs) and 800 youth target rating points (TRPs) in effective anti-tobacco media campaigns. Arkansas had an average of 489.8 general audience GRPs and 54.7 youth TRPs per quarter in television advertising supporting tobacco control messages in 2010.

Anti-Tobacco Media Campaign Intensity, GRPs Per Quarter



Source: CDC/OSH

Anti-Tobacco Media Campaign Intensity, TRPs Per Quarter

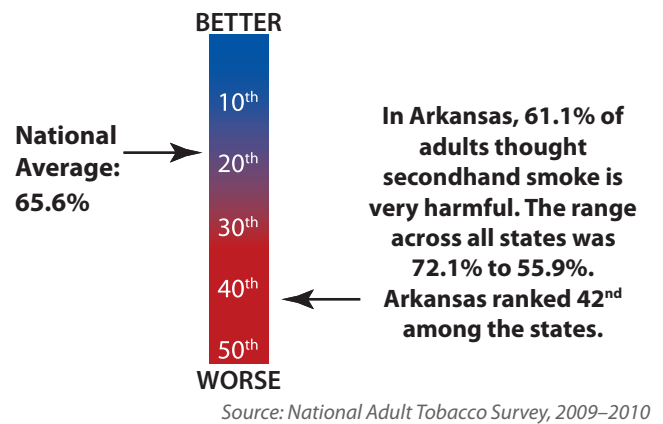


Source: CDC/OSH

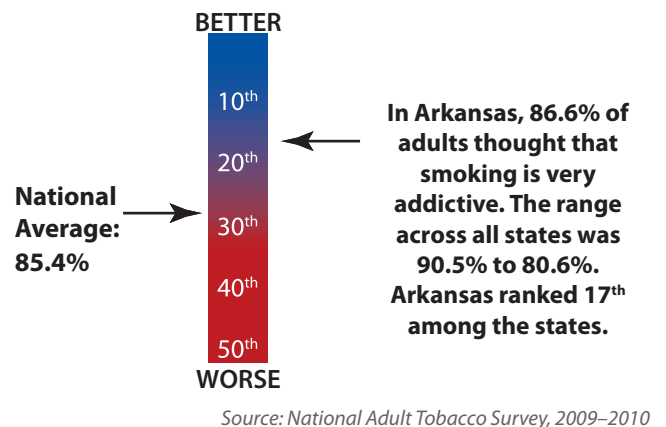
Knowledge of the Dangers of Tobacco

In Arkansas, 61.1% of adults thought that breathing smoke from other people's cigarettes or other tobacco products is very harmful to one's health in 2009-2010. Additionally, 86.6% thought that cigarette smoking is very addictive.

Secondhand Smoke



Addictiveness of Smoking




ARKANSAS

Enforce

State Allows Local Advertising and Promotion Laws

As of June 30, 2012, Arkansas allowed local regulation of tobacco industry promotions, tobacco product sampling, and display of tobacco products in commercial establishments.

State Allows Local Laws





Promotion	Sampling	Display
 Yes	 Yes	 Yes

Source: STATE System, June 2012

Over-the-Counter Retail Licensure

As of June 30, 2012, Arkansas required all establishments selling cigarettes and smokeless tobacco products over-the-counter to be licensed. Nationally, 37 states required over-the-counter licensure for cigarettes, 29 of which also have a requirement for smokeless tobacco, with various renewal frequencies, fees and penalties for violations.

Over-the-Counter Licensure and Penalties

Over-the-Counter License Required	Minimum License Fee	Renewal Required (& Frequency)	Penalty to Business	Licensure Includes Smokeless Tobacco
 Yes	\$20.00	 Yes ^a	 Yes ^b	 Yes

^a Annually

^b Class C Misdemeanor

Note: Not all footnotes may be used.

Source: STATE System, June 2012

Raise

Amount of Tobacco Product Excise Tax

As of June 30, 2012, the excise tax on cigarettes in Arkansas was \$1.15 per pack, ranking 30th among the states. The tax on cigars was 68% of the manufacturer’s sales price per cigar, and for little cigars the tax was 68% of the manufacturer’s sales price per pack of 20. The tax on smokeless tobacco was also 68% of the manufacturer’s sales price.

Price Paid for Last Cigarettes Purchased

In Arkansas, 66.2% of adult smokers bought their last cigarettes by the pack, and 33.8% bought them by the carton in 2009-2010. The average price that Arkansas smokers reported paying for their last pack of cigarettes was \$4.80 in 2009-2010; the range among states was \$7.98 to \$4.04. The average price that Arkansas smokers reported paying for their last carton of cigarettes was \$39.06 in 2009-2010; the range among 45 states with valid data was \$64.45 to \$30.46.

